REMARKS/ARGUMENTS

Enclosed herewith is a Terminal Disclaimer. Accordingly, the obviousness-type double patenting rejection over U.S. Patent No. 6,324,694 is overcome.

Pending claims 1, 4-7, 9-13, 16-18, 20-23, 32-33 and 36 stand rejected under 35 U.S.C. §102(e) over U.S. Patent No. 6,240,555 (Shoff). Applicants respectfully traverse the rejection. As to claim 1, Shoff nowhere teaches, at least, accessing a storage database of an entertainment system that includes subsidiary data and having the multiple portions that each include a piece of the subsidiary data and an identifier to obtain the subsidiary data from the storage database for display. Instead, any subsidiary data in Shoff is obtained from an external source, namely an enhanced content server 52. Shoff nowhere teaches that a storage database is present in an entertainment system to store subsidiary data, and certainly not a database having portions each including a piece of subsidiary data and an identifier. Nor does Shoff teach using an identifier included with the primary content data to obtain a piece of subsidiary data associated with the primary content data. Accordingly, claim 1 and the claims depending therefrom are patentable over Shoff. For at least the same reasons, independent claim 13 and its dependent claims are also patentable.

As to independent claim 32, for similar reasons Shoff nowhere teaches an entertainment system that includes a storage database to store subsidiary data, and certainly not with the recited elements of claim 32. Furthermore, Shoff nowhere teaches that such a (non-existent) storage database is checked to determine whether associated subsidiary data for currently displayed primary content data exists in the storage database using an identifier included in the primary content data. This is so because (as described above) Shoff nowhere teaches such a storage database. Furthermore, Shoff does not search for subsidiary content using an identifier included in the primary content data. Instead in Shoff subsidiary data is obtained based on an indicator in an electronic programming guide that indicates whether subsidiary data is available. Accordingly, claim 32 and the claims depending therefrom are patentable for at least this reason.

For at least similar reasons, new independent claim 40 and the claims depending therefrom are patentable as none of the cited art anywhere teaches or suggests a storage device of an entertainment system to store subsidiary data that is independent of and complementary to primary content data. Nor does Shoff or any of the other references teach or suggest obtaining subsidiary data associated with primary content data based on an identifier included with the

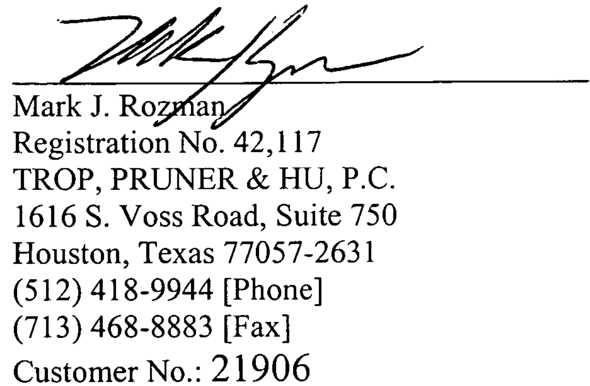
primary content data. This is so, at least for the same reasons discussed above regarding claim 32.

In addition to the reasons discussed above regarding the §102 rejections, rejection of various claims under §103 over Shoff in view of U.S. Patent No. 6,002,393 (Hite) is also overcome. As to the proposed combination, there is no teaching or suggestion to combine Shoff with Hite in the manner suggested by the Office Action. That is, the Office Action contends that "Hite discloses receiving the subsidiary data (targeted commercials) corresponding to a program of the primary content data ...." Office Action, p. 12 (emphasis added). However, all that Hite teaches is that targeted commercials that are targeted to a given viewer can be stored in a database. Hite, col. 12, lns. 3-27. Nowhere, however, does Hite anywhere teach or suggest that such targeted commercials in any way correspond to a program of primary content data. Instead, Shoff teaches that targeted commercials are based on information regarding a user. Hite, col. 1, lns. 60-62; col. 2, lns. 39-44. Furthermore, Hite nowhere teaches that the targeted commercials are complementary to the primary content data. Instead, the commercials instead appear to be targeted based on a user's interests, and in no way do these targeted commercials anyway complement the primary content data, i.e., a television program.

For at least the same reasons discussed above regarding independent claim 32 from which they depend, the rejection of claim 34, 35 and 37 under §103(a) over Shoff in view of U.S. Patent No. 5,010,499 (Yee) is also overcome.

In view of these remarks, the application is now in condition for allowance and the Examiner's prompt action in accordance therewith is respectfully requested. The Commissioner is authorized to charge any additional fees or credit any overpayment to Deposit Account No. 20-1504.

Respectfully submitted,



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